

REP HEADLINE# 6384212 TRF# 499440
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$
 REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 CHANGES NOV2/12 12.11
 *** WFSB-TV ***

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	:RATE:	:START DATE:	:END DATE:	:SPTS/WK:	:WEEK INVT:	:DAYS:	:TOTL SPTS:
NOV/12			134250.00									
CONTRACT TOTAL												134250.00
TOTAL SPOTS												70

MARKET TOTALS \$390,571										WFSB 35%	WTNH 31%	WVIT 26%	WTIC 7%	WCTX 1%	WCCT 0%	WHPX 0%
										CABL 0%						
SHARES ARE ACCURATE																
SVC- NSI																
DEMOS- RA35+*																
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME																
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE																

CONTRACT



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

Contract / Revision 499440 /		Alt Order # 06384212
Product LINDA MCMAHON 4 SENA		
Contract Dates 10/30/12 - 11/06/12	Estimate # 1519(F25)	
Advertiser McMahon for Senate		Original Date / Revision 11/02/12 / 11/02/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WFSB	Account Executive Heather Uttley	Sales Office HRP-WASHING
Special Handling		
Demographic Adults 35+		
IDB# 1021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	10/30/12	11/02/12	Eyewitness News	6:30am - 7am		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-TF--				3	\$1,200.00			
2	WFSB	10/31/12	11/02/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W-F--				2	\$800.00			
3	WFSB	11/01/12	11/02/12	9am-10am	9am - 10am		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$500.00			
N 4	WFSB	10/30/12	11/01/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-T---				2	\$750.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	10/29/12-11/04/12	11a-12p Price is Right	11am - 12pm	-Tu-Th-----	:30		\$750.00	NM		
				Credited								
5	WFSB	10/30/12	11/02/12	M-F CBS Soaps	1230-2p		:30			NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$750.00			
6	WFSB	10/30/12	11/02/12	M-F The Talk	2-3p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$500.00			
7	WFSB	10/31/12	10/31/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$950.00			
8	WFSB	11/01/12	11/01/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1----				1	\$1,800.00			
9	WFSB	10/31/12	10/31/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$2,100.00			
10	WFSB	10/30/12	11/02/12	Inside Edition	7pm - 7:30pm		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$1,500.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u> 499440 /		<u>Alt Order #</u> 06384212
<u>Contract Dates</u> 10/30/12 - 11/06/12	<u>Product</u> LINDA MCMAHON 4 SE	<u>Estimate #</u> 1519(F25)
<u>Advertiser</u> McMahon for Senate		<u>Original Date / Revision</u> 11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
11	WFSB	10/30/12	11/02/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$1,500.00			
12	WFSB	10/30/12	11/02/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$950.00			
13	WFSB	10/30/12	11/04/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$1,900.00			
14	WFSB	10/30/12	10/30/12	Vegas	10pm - 11pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$7,000.00			
15	WFSB	10/31/12	10/31/12	Survivor	8pm - 9pm		:30			NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--2----				2	\$6,000.00			
16	WFSB	11/02/12	11/02/12	Undercover Boss	8pm - 9pm		:30			NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----2--				2	\$5,000.00			
17	WFSB	11/03/12	11/03/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----2-				2	\$500.00			
18	WFSB	11/05/12	11/05/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,900.00			
19	WFSB	11/05/12	11/05/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,300.00			
20	WFSB	11/05/12	11/05/12	9am-10am	9am - 10am		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$850.00			
21	WFSB	11/05/12	11/06/12	11a-12p Price is Right	11am - 12pm		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$1,200.00			
22	WFSB	11/05/12	11/06/12	M-F CBS Soaps	1230-2p		:30			NM	8	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				8	\$1,200.00			
N 23	WFSB	11/05/12	11/06/12	M-F The Talk	2-3p		:30			NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				6	\$850.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WFSB	11/05/12-11/11/12	M-F The Talk	2-3p	MTU-----	:30		\$850.00	NM		
				Credited								
	5	WFSB	11/05/12-11/11/12	M-F The Talk	2-3p	MTU-----	:30		\$850.00	NM		
				Credited								
24	WFSB	11/05/12	11/06/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				5	\$1,500.00			
25	WFSB	11/05/12	11/05/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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 333 Capital Blvd
 Rocky Hill, CT 06067
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<u>Contract / Revision</u>	<u>Alt Order #</u>
499440 /	06384212

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/06/12	LINDA MCMAHON 4 SE	1519(F25)

<u>Advertiser</u>	<u>Original Date / Revision</u>
McMahon for Senate	11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$3,200.00			
26	WFSB	11/05/12	11/05/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$3,800.00			
27	WFSB	11/05/12	11/05/12	Inside Edition	7pm - 7:30pm		:30			NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$2,800.00			
28	WFSB	11/05/12	11/05/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$2,800.00			
29	WFSB	11/05/12	11/05/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,500.00			
30	WFSB	11/05/12	11/05/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$3,300.00			
31	WFSB	11/05/12	11/05/12	HIMYM/Partners	8pm - 9pm		:30			NM	1	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$10,500.00			
32	WFSB	11/05/12	11/05/12	Broke Girls/Mike & Molly	9pm - 10pm		:30			NM	1	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$13,000.00			
33	WFSB	11/04/12	11/04/12	M-SU Delayed News	Delayed News		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,900.00			
Totals											70	\$134,250.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	70	\$134,250.00	\$114,112.50
Totals	70	\$134,250.00	\$114,112.50

Signature: _____ Date: _____

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